

## CONTRACT



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

And:

**Waterfront Strategies**  
**1010 Wisconsin Avenue**  
**Washington, DC 20007**

<u>Contract / Revision</u> 799932 /		<u>Alt Order #</u> 06247425
<u>Product</u> <b>HOUSE MAJORITY PAC</b>		
<u>Contract Dates</u> <b>09/18/12 - 10/08/12</b>		<u>Estimate #</u> <b>1498</b>
<u>Advertiser</u> <b>House Majority PAC</b>		<u>Original Date / Revision</u> 08/16/12 / 08/16/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WOIO</b>	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 79	<u>Product Code</u> 86
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WOIO	09/18/12	09/24/12	Let's Make A Deal	10-11a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				1	\$500.00			
2	WOIO	09/25/12	10/08/12	Let's Make A Deal	10-11a		:30			NM	8	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$750.00			
Week:		10/02/12	10/08/12	MTWTF--				6	\$750.00			
3	WOIO	09/25/12	10/08/12	Action News at 11p	11-1135p		:30			NM	10	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				5	\$1,400.00			
Week:		10/02/12	10/08/12	MTWTF--				5	\$1,400.00			
4	WOIO	09/18/12	09/24/12	Action News at 11p	11-1135p		:30			NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				5	\$800.00			
5	WOIO	09/18/12	09/24/12	David Letterman	1135p-1238a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				2	\$500.00			
6	WOIO	10/02/12	10/08/12	Price is Right	11a-12p		:30			NM	5	\$6,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				5	\$1,250.00			
7	WOIO	09/18/12	09/24/12	Price is Right	11a-12p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				1	\$525.00			
8	WOIO	09/25/12	10/08/12	CBS Soaps	1230-2p		:30			NM	11	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				1	\$1,000.00			
Week:		10/02/12	10/08/12	MTWTF--				10	\$1,000.00			
9	WOIO	09/18/12	09/24/12	CBS Soaps	1230-2p		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				2	\$600.00			
10	WOIO	09/18/12	09/24/12	Action News at Noon	12-1230p		:30			NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				2	\$475.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

<u>Contract / Revision</u> 799932 /		<u>Alt Order #</u> 06247425
<u>Contract Dates</u> <b>09/18/12 - 10/08/12</b>	<u>Product</u> HOUSE MAJORITY PAC	<u>Estimate #</u> 1498
<u>Advertiser</u> <b>House Majority PAC</b>		<u>Original Date / Revision</u> 08/16/12 / 08/16/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
11	WOIO	09/25/12	10/08/12	Action News at Noon	12-1230p		:30			NM	7	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$800.00			
Week:		10/02/12	10/08/12	MTWTF--				5	\$800.00			
12	WOIO	09/18/12	09/24/12	Anderson	3-4p		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				2	\$250.00			
13	WOIO	10/02/12	10/08/12	Action News at 4p	4-5p		:30			NM	8	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				8	\$750.00			
14	WOIO	09/18/12	09/20/12	Action News at 430a	430-5a		:30			NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWT---				3	\$90.00			
15	WOIO	09/18/12	09/24/12	Action News at 5a	5-6a		:30			NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				3	\$125.00			
16	WOIO	09/25/12	10/08/12	Action News at 5a	5-6a		:30			NM	12	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				4	\$225.00			
Week:		10/02/12	10/08/12	MTWTF--				8	\$225.00			
17	WOIO	09/18/12	09/24/12	Action News at 5p	5-6p		:30			NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				4	\$700.00			
18	WOIO	09/25/12	10/08/12	Action News at 5p	5-6p		:30			NM	12	\$9,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				4	\$775.00			
Week:		10/02/12	10/08/12	MTWTF--				8	\$775.00			
19	WOIO	09/18/12	09/24/12	Action News at 6p	6-630p		:30			NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				5	\$700.00			
20	WOIO	09/25/12	10/08/12	Action News at 6p	6-630p		:30			NM	9	\$8,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				4	\$900.00			
Week:		10/02/12	10/08/12	MTWTF--				5	\$900.00			
21	WOIO	09/18/12	09/24/12	Action News at 6a	6-7a		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				3	\$175.00			
22	WOIO	09/25/12	10/08/12	Action News at 6a	6-7a		:30			NM	12	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				4	\$300.00			
Week:		10/02/12	10/08/12	MTWTF--				8	\$300.00			
23	WOIO	09/18/12	09/24/12	CBS Evening News	630-7P		:30			NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				2	\$650.00			
E 24	WOIO	09/18/12	09/24/12	M-F 7-730p	7-730p		:30			NM	3	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				3	\$500.00			

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<u>Advertiser</u> House Majority PAC		<u>Estimate #</u> 1498
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WOIO	09/18/12-09/24/12	M-F 7-730p	7-730p	MTuWThF----	:30		<del>\$500.00</del>	NM		
		See MG 24.4,24.5										
	3	WOIO	09/18/12-09/24/12	M-F 7-730p	7-730p	MTuWThF----	:30		<del>\$500.00</del>	NM		
		See MG 24.4,24.5										
	4	WOIO	09/19/12-09/19/12	Action News at 11p	11-1135p	---W-----	:30		\$1,000.00	NM		
	Ⓜ	MG for 24.3,27.2,27.3,24.2										
	5	WOIO	09/20/12-09/20/12	Action News at 11p	11-1135p	----Th----	:30		\$1,000.00	NM		
	Ⓜ	MG for 24.3,27.2,27.3,24.2										
25	WOIO	09/18/12	09/24/12	The Early Show	7-9a		:30			NM	3	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				3	\$165.00			
26	WOIO	09/25/12	10/08/12	The Early Show	7-9a		:30			NM	14	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				4	\$250.00			
Week:		10/02/12	10/08/12	MTWTF--				10	\$250.00			
E 27	WOIO	09/18/12	09/24/12	M-F 730-8p	730-8p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				3	\$500.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
	2	WOIO	09/18/12-09/24/12	M-F 730-8p	730-8p	MTuWThF----	:30		<del>\$500.00</del>	NM		
		See MG 24.4,24.5										
	3	WOIO	09/18/12-09/24/12	M-F 730-8p	730-8p	MTuWThF----	:30		<del>\$500.00</del>	NM		
		See MG 24.4,24.5										
28	WOIO	09/21/12	09/21/12	Fri Hour 3	10-11p		:30			NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$3,200.00			
29	WOIO	09/28/12	09/28/12	Fri Hour 3	10-11p		:30			NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----1--				1	\$6,000.00			
30	WOIO	10/08/12	10/08/12	Mon Hour 3	10-11p		:30			NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$6,000.00			
31	WOIO	09/22/12	09/22/12	SA Action News at 7p	7-8p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1-				1	\$500.00			
32	WOIO	10/06/12	10/06/12	SA Action News at 7p	7-8p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1-				1	\$900.00			
33	WOIO	09/22/12	09/22/12	Sat Early Show	9-11a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1-				1	\$250.00			
34	WOIO	09/29/12	10/06/12	Sat Early Show	9-11a		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1-				1	\$300.00			
Week:		10/01/12	10/07/12	-----2-				2	\$300.00			
35	WOIO	09/23/12	09/23/12	Face the Nation	1030-11a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$450.00			
36	WOIO	09/23/12	09/23/12	SU Action News at 630p	630-7p		:30			NM	1	\$500.00

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<u>Contract Dates</u> <b>09/18/12 - 10/08/12</b>	<u>Product</u> HOUSE MAJORITY PAC	<u>Estimate #</u> 1498
<u>Advertiser</u> <b>House Majority PAC</b>		<u>Original Date / Revision</u> 08/16/12 / 08/16/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	09/17/12-09/23/12	SU Action News at 630p	630-7p	-----Su	:30		<del>\$500.00</del>	NM		
	See MG 36.2											
	2	WOIO	09/23/12-09/23/12	Sun Action News at 7a	7-9a	-----Su	:30		\$500.00	NM		
	Ⓜ MG for 36.1 09/23											
37	WOIO	09/30/12	10/07/12	SU Action News at 630p	630-7p		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$850.00			
Week:		10/01/12	10/07/12	-----1				1	\$850.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WOIO	10/01/12-10/07/12	SU Action News at 630p	630-7p	-----Su	:30		<del>\$850.00</del>	NM		
	Credited											
38	WOIO	09/23/12	09/23/12	Sun Hour 1	7-8p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$3,500.00			
39	WOIO	09/23/12	09/23/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$450.00			
40	WOIO	09/30/12	10/07/12	CBS Sunday Morning	9-1030a		:30			NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$750.00			
Week:		10/01/12	10/07/12	-----2				2	\$750.00			
41	WOIO	10/02/12	10/02/12	Tue Hour 3	10-11P		:30			NM	1	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-1-----				1	\$4,250.00			
42	WOIO	09/18/12	09/18/12	Tue Hour 1	8-9P		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1-----				1	\$3,500.00			
43	WOIO	10/02/12	10/02/12	Tue Hour 1	8-9P		:30			NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-1-----				1	\$8,500.00			
44	WOIO	09/18/12	09/18/12	Tue Hour 2	9-10P		:30			NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1-----				1	\$3,250.00			
45	WOIO	10/03/12	10/03/12	Wed Hour 3	10-11p		:30			NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--1----				1	\$5,500.00			
46	WOIO	10/03/12	10/03/12	Wed Hour 2	9-10p		:30			NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--1----				1	\$6,000.00			
47	WOIO	10/06/12	10/06/12	Sat Early Show	9-11a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$300.00			
48	WOIO	10/07/12	10/07/12	Sun Action News at 7a	7-9a		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$550.00			
Totals											175	\$154,590.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

<u>Contract / Revision</u>	<u>Alt Order #</u>
799932 /	06247425

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/18/12 - 10/08/12	HOUSE MAJORITY PAC	1498

<u>Advertiser</u>	<u>Original Date / Revision</u>
House Majority PAC	08/16/12 / 08/16/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Time Period		# of Spots		Gross Amount		Net Amount						
08/27/12 - 09/30/12		78		\$60,740.00		\$51,629.00						
10/01/12 - 10/08/12		97		\$93,850.00		\$79,772.50						
Totals		175		\$154,590.00		\$131,401.50						

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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